

NEIL ABERCROMBIE
Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512

RUSSELL S. KOKUBUN
Chairperson, Board of Agriculture

JAMES J. NAKATANI
Deputy to the Chairperson

TESTIMONY OF RUSSELL KOKUBUN
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEE ON AGRICULTURE

April 1, 2011
9:30 A.M.

HOUSE RESOLUTION 207
HOUSE CONCURRENT RESOLUTION 244
REQUESTING THE DEPARTMENT OF AGRICULTURE TO ENFORCE THE
FEDERAL TRADEMARK FOR KONA COFFEE
Conference Room 312

Chairperson Tsuji and Members of the Committee:

Thank you for the opportunity to provide testimony on House Resolution 207 and House Concurrent Resolution 244 requesting the department of agriculture to enforce the federal trademark for Kona coffee. The department supports the intent of the resolution and offers comments.

To protect the reputation of Hawaii grown coffee, the department, with the support from the Hawaii Coffee Association owns federal certification marks for "100% Kona Coffee", "100% Maui Coffee", "100% Molokai Coffee", "100% Oahu Coffee", "100% Kauai Coffee" and "100% Hawaii Coffee". The department allows the use of these trademarks by the Hawaii coffee industry, provided that the green coffee labeled with any of these trademarks meets a minimum quality. Section 147-7, Hawaii Revised Statutes and section 4-143-1 Hawaii Administrative Rules require that all Hawaii-grown green coffee transported outside the geographic region of production be certified by the department.

The department witnesses the removal of the federal trademark whenever green coffee is determined to not meet the required minimum quality.



The department feels that the current green coffee certification program provides adequate oversight on the use of these federal trademarks. Vigilant enforcement of the federal trademarks will require additional statewide staffing as requested in the resolution.

Thank you for the opportunity to testify on this measure.

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, March 31, 2011 12:16 PM
To: AGRtestimony
Cc:
Subject: Testimony for HR207 on 4/1/2011 9:30:00 AM

Testimony for AGR 4/1/2011 9:30:00 AM HR207

Conference room: 312
Testifier position: support
Testifier will be present: No
Submitted by: Steven M McLaughlin
Organization: Captain Cook Coffee Co
Address:
Phone:
E-mail:
Submitted on: 3/31/2011

Comments:

As one of the original companies that assisted the Department of Agriculture to establish a Federal Certification mark for 100% Kona Coffee, we continue to support this House Resolution. Establishing this Federal Trade mark has given Kona and other Islands in Hawaii that grow coffee the confidence that what they Certify and what they sell is 100% State Certified coffee with State Certificates of Origin and Grade to back up each sale. Congrats to the Hawaii Department of Agriculture for a job well done

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, March 31, 2011 3:12 PM
To: AGRtestimony
Cc:
Subject: Testimony for HCR244 on 4/1/2011 9:30:00 AM

Testimony for AGR 4/1/2011 9:30:00 AM HCR244

Conference room: 312
Testifier position: support
Testifier will be present: No
Submitted by: Paul Uster
Organization: Kona Coffee Farmers Association
Address:
Phone:
E-mail:
Submitted on: 3/31/2011

Comments:
The 200+ farmer members of the Kona Coffee Farmers Association wholeheartedly support this resolution.

Paul Uster
Member KCFA Legislative Committee